

**SCHOOL OF BUSINESS, SR UNIVERSTIY**

**Master of Business Administration - Marketing**

**SEMESTER I**

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25MBA302PC501	Economics for Business Decisions	3	0	2	4
2	25MBA302PC502	Financial Accounting	3	0	2	4
3	25MBA302PC503	Management and Organisation Behaviour	3	0	2	4
4	25MAT400BS501	Statistical Interface and Predictive Analytics	4	0	0	4
5	25HUM204HS501	Life Skills: Entrepreneurship, Language, Communication & Personality	2	0	4	4
			<b>15</b>	<b>0</b>	<b>10</b>	<b>20</b>

**SEMESTER II**

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25MBA302PC504	AI & Business Analytics	3	0	2	4
2	25MBA302PC505	Corporate Finance	3	0	2	4
3	25MBA302PC506	Human Resource Management	3	0	2	4
4	25MBA302PC507	Strategic Marketing	3	0	2	4
5	25MBA202PC508	Operations Management	2	0	2	3
6		Specialization Core - I	3	0	2	4
			<b>17</b>	<b>0</b>	<b>12</b>	<b>23</b>

**SEMESTER III**

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25MBA202PC601	Business Environment & Strategy	2	0	2	3
2	25MBA202PC602	Research Methodology	2	0	2	3
3		Specialisation Core - II	3	0	2	4
4		Specialisation Elective- 1	2	0	2	3
5	25HUM104HS601	Critical Thinking and Interpersonal Skills	1	0	4	3

6	25HUM104HS602	Quantitative Aptitude and Logical Reasoning	1	0	4	3
7		Open Elective-1	3	0	0	3
		Open Elective-1	15	0	16	22

### SEMESTER IV

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
	25MBA030PR601	Major Project/Industrial Project/ R&D Project/ Industry Internship/Start-up/Externship	0	0	30	15
<b>TOTAL CREDITS</b>			<b>80</b>			

### SPECIALISATION CORE / ELECTIVES

#### MARKETING

##### Specialization Core

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
SC1	25MBA302SC502	Consumer Psychology & Experience Design	3	0	2	4
SC2	25MBA302SC602	Digital Marketing, Social Media and Visual Marketing	3	0	2	4

##### Specialisation Elective

SE1	25MBA202SE603	Marketing Analytics	2	0	2	3
SE1	25MBA202SE604	Strategic Sales & Channel Management	2	0	2	3